

MAY 14 1945

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 11, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	SECOND ISSUE OF "SPORTSWEAR STYLIST" A monthly trade fashion magazine distributed nationally to buyers and merchandise managers and covering new trends from the N. Y. Women's sportswear manufacturing market, from sports coats to bathing suits. Also, interpretations of the market by renowned designers, buyers, manufacturers, and merchandising authorities. Current issue features articles by Philip Mangone, Joset Walker, Bruno of Spectator Sports, and others.	FRAZIER PUBLISHING CO.	350 FIFTH AVENUE
Just Formed	TRADE FASHION PHOTO SERVICE Leonard Halpern, formerly with CBS, has inaugurated a new kind of photographic service for manufacturers which enables them to keep permanent records of all samples and models. When samples are discontinued, this service photographs them. These are kept as records for shipping departments, preparing departments, and showrooms.	LEONARD HALPERN	25 WEST 23RD ST.
Just Formed	HENRY ROSENFELD COSMETICS CORPORATION Henry Rosenfeld, outstanding successful popular-price dress manufacturer, has just formed the Henry Rosenfeld Cosmetics Corp. for the manufacturer of perfumes and cosmetics, to be sold in Henry Rosenfeld dress departments in retail stores throughout the country. This seems to be a trend. The last house to do this was Horwitz & Duberman when they introduced their Judy'n Jill Perfume and Eau de Cologne, with lipsticks to follow.	HENRY ROSENFELD	498 SEVENTH AVE.
Friday May 11 3:15 P.M.	SALADS AND APPETIZERS AT COOKING SCHOOL "How To Make Salads and Appetizers Interesting and Delicious," will be demonstrated by Virginia E. Guild, Home Economist and Instructor at Pratt Institute. Open to public. Publ.: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
Friday May 11 4:30 P.M.- 5:30 P.M.	PATTERN PINUPS AND CUTUPS "Miss America Magazine", in conjunction with Simplicity Pattern Company, will present a pattern fashion show for teen-age girls of the Metropolitan Area. All fashions made from teen patterns, with demonstrations of the correct method of pinning and adjustment. Coca Cola and refreshments will be served. Commentator: Pauline O'Sullivan, fashion editor of "Miss America Magazine." Press by invitation. Publicity: Jacqueline Podeyn, BR. 9-5890.	MISS AMERICA MAGAZINE; SIMPLICITY PATTERN CO.	CITY CENTER CASINO 135 WEST 55TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 12 9:30 A.M.	PRESS PREVIEW: RARE BUTTONS Exhibition of rare buttons of Wedgwood, French pearl, miniatures on ivory, and hand-painted cupids from the collection of Mrs. Achilles H. Kohn, supplemented by costumes from the Traphagen Museum collection. Special preview for press, button collectors, and members of the National Button Society, on Saturday, May 12, 9:30 A.M. Open to public from May 14 to May 26, 9:00 A.M. to 9:00 P.M. weekdays; Saturdays until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Saturday May 12 10:00 A.M.	SEWING WORKSHOP WINDOW DEMONSTRATIONS Bloomingdale's Sewing Workshop will be moved down to the window at 59th St. and Lexington Ave., where two girls will demonstrate how easy it is to sew at home. This exhibit will continue for a week, with demonstrations from 10 A.M. to 1 P.M., 1 P.M. to 3 P.M., and 4 P.M. to 5 P.M., showing sewing processes from the cutting of the pattern to the finished garment. Publicity: Karen Hollis. VO. 5-5900.	BLOOMINGDALE'S	59TH ST. & LEXINGTON WINDOWS
Saturday May 12 2:00 P.M.- 4:00 P.M.	INFORMAL SHOWING OF HIGH SCHOOL CLOTHES Last in a series of informal showings of high school clothes, modeled by high school students of Greater New York, featuring cotton clothes for summer. Open to public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	59TH ST. & LEXINGTON SECOND FLOOR
May 13	MOTHER'S DAY (Sunday)		
Sunday May 13- June 30	SEVENTH WAR LOAN DRIVE "Finish The Fight" is the theme that New York City retailers have chosen for the 7th War Loan Drive. There will be extensive newspaper store advertising and interior and window displays to support the drive.	UNITED TREASURY DEPARTMENT	ALL OVER THE COUNTRY
<u>WEEK BEGINNING MONDAY, MAY 14, 1945</u>			
May 14	GARDEN WEEK (May 14-May 20)		
Monday May 14 8:30 A.M.- 9:00 A.M.	INTERVIEW WITH SPORTSWEAR DESIGNER "Sportswear Trends" will be discussed by Morgan Fouth, designer for David Crystal Sportswear. He will discuss the future of sportswear and will tell about the different style conceptions of Paris, California, and New York. Publicity: Muriel Cahill, CI. 7-5700.	NANCY CRAIG PROGRAM "THE WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
Monday May 14 1:00 P.M. Luncheon	"PENGUIN PARADE" AT LUNCHEON SHOW "Penguin Parade"--black and white editions for midsummer will be shown during luncheon. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE 5TH AVE. & 36TH ST.	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 14- June 2	EXHIBIT OF COLORFUL PAINTINGS Recent paintings by Robert Barrell, with his intricate rich patterns, based largely on Aztec and American Indian inspiration; and by Lillian Orloff who imparts a definite feeling of gayety with her fresh, clear colors. Open to public. Contact: Bertha Schaefer, Interiors, WI. 2-3331.	BERTHA SCHAEFER INTERIORS	32 EAST 57TH STREET
Tuesday May 15 9:30 A.M.	FASHION FACTS "EXAMINATION" Informal show by students. Judging based on style and suitability of dress, and on grooming and posture. Students receiving highest rating will be eligible to appear in the school's annual fashion show to be announced later. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday May 15 10:00 A.M. Breakfast	PRESS PREVIEW: "JUNIOR FIGURE" LINGERIE LINE The William Carter Company will hold an informal breakfast style showing of their new "Junior Figure" Lingerie Line. Press by invitation <u>only</u> . Publicity: Emily Ashe, Institute of Public Relations Inc., LE. 2-6850.	WILLIAM CARTER CO.	180 MADISON AVENUE SHOWROOM
Tuesday May 15 2:00 P.M.	PRESS PREVIEW: FUR FASHIONS Trend-setting fur models of silver fox, silver blue fox, platinum fox, mink, platinum mink, Arctic mink, and silver sable mink. Press strictly by invitation. Publicity: Zan Diamond, MU. 3-4350.	FROMM BROTHERS INC.	SHOWROOM 275 SEVENTH AVE.
Tuesday May 15	EDUCATIONAL KIT: STORY OF GOAT SKINS "Of Kids and Goats", an educational kit available to store training departments, schools, and colleges, shows some of the important tanning processes and finishes of Kid and Goat skins. The kit contains nine pictures of various tanning processes, two taken in India, one of the main sources of raw skins. Small bottles of chemicals and swatches of kid in various stages of tanning and finishing depict the story of kid from raw skin to the various available finishes. Contact: Rhea Nichols or Helene O'Hara, BE. 3-2840.	ALLIED KID CO.	100 GOLD STREET NEW YORK CITY
May 15 June 4	FALL SHOWINGS IN COAT & SUIT INDUSTRY	COAT AND SUIT MANUFACTURERS	SHOWROOMS NEW YORK CITY
Tuesday May 15 June 15	CALIFORNIA FALL SPORTSWEAR SHOWINGS Showings have been spread over the entire month because of the travel and hotel reservations situation. Members include: Louella Ballerino, Agnes Barrett, Inc., Irene M. Bury, Connie Foster, Murray Goldstein, Hi-Style of California, De De Johnson, Lou Kornhandler, Marjorie's Things, Inc., Addie Masters, Morris Nagel, "Versatogs", William Schminke Associates, Tabak of California, and Western Fashions. Contact: Murray Goldstein, Chairman of the Guild.	CALIFORNIA SPORTS- WEAR GUILD	LOS ANGELES CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A variety of summer fashions will be shown during luncheon, including cottons for town; dressy, cool clothes, sports outfits, and beachwear. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE & CO. FIFTH AVE. AT 40TH ST.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 16- May 17 2:30 P.M.	FLOWER SHOW AND ROCK GARDEN DISPLAY In cooperation with the American Rock Garden Society, there will be a Rock Garden Display in addition to a flower show on Wednesday, May 16, from 2:30 P.M. to 9:00 P.M.; and on Thursday, May 17, from 10:00 A.M. to 5:00 P.M. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Wednesday May 16- June 27 2:30 P.M.	RED CROSS SERIES OF NUTRITION LECTURES War-time nutrition will be discussed in a series of six Wednesday lectures by Pauline Leonard and Sylvia Neubauer. Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING FIFTH FLOOR
Wednesday May 16 3:00 P.M., 7:00 P.M.	SUMMER FABRIC FASHION SHOW Playclothes, vacation outfits, and town-wear for the schoolgirl, career girl, service bride, business woman, and homemaker. Open to public. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	PIECE GOODS DEPTS. FIFTH FLOOR
Thursday May 17 7:30 P.M. Dinner, Dance	ANNUAL RED, WHITE AND BLUE BALL 1945's annual Red, White and Blue Ball, somewhat "streamlined, this year. Debutantes will help society leaders raise funds for the Soldiers & Sailors Club of New York, a permanent organization for Servicemen at 283 Lexington Ave. There will be a mock horse race, with members of the debutante committee wearing racing silks to perform as "jockeys". Dancing and special entertainment with Raymond Knight as M.C. Chairman, Mrs. John A. Morris. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL MAIN BALLROOM
Thursday May 17 11:00 A.M.	INFORMAL FASHION SHOW: HENRY ROSENFELD CLOTHES An informal showing of Henry Rosenfeld fashions, featuring the latest in his summer creations. Open to public. Publicity: Janet Stevenson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	THIRD FLOOR
Thursday May 17 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Guest speaker at this regular luncheon meeting will be Mr. Marion Harper, Jr., Vice President of McCann-Erickson and Manager of the agency's central Research Department. Subject: "How Research Isolates The Factors Of Successful Advertising" -- an analysis of the specific in advertising -- the good and the bad as measured by public opinion. Price: \$1.65. Open to members and guests. For reservations, contact: Mildred Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK INC.	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 18 12:30 P.M. Luncheon	SECOND ANNIVERSARY LUNCHEON The Millinery Designers League is having its Second Anniversary Luncheon, with the following guest speakers: Maude G. Moody, millinery fashion editor of Women's Wear Daily, chairman; Sydney Z. Carr, of the Carr System, Inc.; Janet L. Cummings, fashion editor of Glamour Magazine; Gaston De Clairville of Saks-Fifth Avenue; and Walter K. Marks, president of the Women's Headwear Group. By invitation only. Contact: Mme. Germaine, Berkley Hats, MU. 4-3196; or Anne Hoerer, Wadley Hat Co., PE. 6-8444.	MILLINERY DESIGNERS LEAGUE, INC.	MURRAY HILL HOTEL PARK AVE. & 41ST ST.
Friday May 18 3:15 P.M.	CANNING INSTRUCTION AT LAST COOKING SESSION New and simplified canning methods will be discussed and demonstrated at Namm's last cooking school session of the season. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
Friday May 18 4:30 P.M.	"SKYWAY FASHIONS" FOR POST-WAR "Skyway Fashions", a complete showing of fashions for post-war globe trotting, will be presented by the graduating class. Travel clothes, sportswear, afternoon frocks and evening fashions, modeled by the students, will be shown through the cooperation of Hearnis, of lower Fifth Avenue. By invitation only. Contact: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	MCALPIN HOTEL BALLROOM
Friday May 18- May 21	ANNUAL EXHIBITION OF STUDENT WORK Annual exhibit, combining the graduation of Parsons' students with a display of their work, to give proof of what these young art students can do in the designing and making of clothes as well as in graphic arts. Exhibit may be viewed from 1:00 to 6:00 P.M. on Friday and Sunday; 10:00 A.M. to 6:00 P.M. on Saturday; 10:00 A.M. to 10:00 P.M. on Monday. Fashion Show, Saturday and Sunday at 3:30 P.M.; Monday at 8:30 P.M. Open to press and public. Publicity: Lucille Jabloner, PL. 8-1662.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Saturday May 19 6:00 P.M.	ANNUAL RECEPTION AND DINNER Guest of honor: John P. Stevens, Jr., president of J. P. Stevens & Co. -- a tribute to his leadership in interfaith humanitarian activities. Leonard Ginsberg, president of Hearn Department Stores, is chairman for the third consecutive year. Dancing and entertainment. Dress, informal. Proceeds to be used for free care of tuberculosis patients of all faiths. Tickets: \$100 per couple, obtainable at National Jewish Hospital, 19 West 44th Street, New York City. Publicity: David Cohen, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Monday May 21 12:15 P.M. Luncheon	PUBLICITY DISCUSSION AT LUNCHEON MEETING Edward L. Bernays, named "U. S. Publicist #1" by Time Magazine, will speak on the subject: "Publicity Men Can Help Win The Peace---And Publicity Women, Too, Of Course." Open to members and guests. Contact: Milton M. Enzer, MU. 9-6701.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 21 1:00 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON SHOW A showing of junior wedding fashions, young holiday clothes, and cool summer creations, including many from the new sports shop on the first floor. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI.7-8060.	JAY THORPE 24 W. 57TH ST.	ST. REGIS HOTEL ROOF
Monday May 21- May 26	NATIONAL COTTON WEEK Theme: "Cotton Is Fighting Now! But Better Than Ever Cottons Will Be Yours Quickly...After The War!", emphasizing the military importance of cotton, explaining shortages and the necessity for cotton conservation. Illustrated folders and posters are being distributed to mills, converters, finishing plants, garment manufacturers, wholesalers, retailers, advertising agencies, laundries, and various civic organizations. Contact: Cotton-Textile Institute, WO. 2-0270.	COTTON TEXTILE INST. NAT'L COTTON COUNCIL	ALL OVER THE COUNTRY
Tuesday May 22 4:00 P.M.	PRESS PREVIEW: FUR FASHIONS A fur fashion presentation for the press, <u>strictly by invitation</u> . Show directed by Lester Gaba. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY 78 E. 56TH ST.	RITZ CARLTON HOTEL CRYSTAL GARDENS
Wednesday May 23 12:15 P.M. Luncheon	LUNCHEON TALK: MAP (MAXIMUM AVERAGE PRICE) Jerome N. Ney, director of the Consumer Goods Division, OPA, will discuss: "The Reasons Why, Necessity For, And Effects On The Industry of MAP (Maximum Average Price Program)." Open to members and guests. Price: \$3.00 including tip. Reservations close Tuesday, May 22, at 5:00 P.M. <u>Please note change of hotel</u> . For reservations, contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	ASTOR HOTEL BALLROOM
Wednesday May 23 12:45 P.M. Luncheon	GRADUATION AND ALUMNAE AWARD Stanley Marcus of Neiman Marcus will be the principal speaker at the Tobe-Coburn School's Graduation Luncheon. For the first time, a "Career Girl's Oscar" will be presented to the alumna who is outstanding in her work in the fashion field. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	TOBE-COBURN SCHOOL ONE WEST 57TH STREET	WALDORF-ASTORIA JADE ROOM
Wednesday May 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 23; May 25 2:00 P.M.- 3:30 P.M.	"YOU AND YOUR CHILDREN" FORUM "Make Summer A Success For Your Children"--theme of the second series of meetings in Saks 34th's permanent project of free educational forums for parents. Wednesday: "The Pre-School Child", discussed by Dr. Milton I. Levine, consultant to the Bureau of Child Hygiene, Dept. of Health; and Jessie Stanton, Chmn. of Baby Institute, Station WJZ. Friday: "The School Child and Adolescent", discussed by Alice V. Keliher, PhD, Associate Professor of Education, N.Y.U.; and Dr. Levine. Open to press and public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET HERALD SQUARE	THIRD FLOOR BALCONY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 24 12:30 P.M. Sharp	HOME FURNISHINGS DIVISION LUNCHEON "Post-War Architecture and Its Influence On Furniture" from viewpoint of: 1. THE ARCHITECT - Robert L. Davison 2. PREFABRICATED MANUFACTURER - F. Vaux Wilson, Jr., Precision Built Homes Corporation 3. FURNITURE MANUFACTURER - Carl E. Fowler, Widdicomb Furniture Co. Price: \$1.75 including tip. Members may bring guests. Reservations close Wednesday, May 23, 5:00 P.M. Must be paid for if not cancelled by then. Make reservations promptly by telephoning CI. 7-1734.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	MURRAY HILL HOTEL PARK AVE. & 41ST ST.
Thursday May 24 4:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER FURS Opening of the Fall and Winter collection of "conversation furs" designed by Frederica of Schwartz & Bluestein. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE SHOWROOM
Friday May 25 8:30 P.M.	"RED CROSS SPORTS FROLIC OF 1945" A 3-hour Red Cross Sports Frolic with sports, stage, radio, and screen celebrities as guests. (Postponed from April 18 because of 30-day mourning period for Franklin D. Roosevelt). Produced by Ted Husing, CBS sports commentator (who will also act as M.C.); and directed by Leonidoff of Radio City Music Hall. Tickets: \$9.60 to \$24.00 on sale at Macy's, Lord & Taylor, Bonwit Teller, Spaldings, and the Waldorf-Astoria. Soldiers from nearby hospitals will be invited. Contributions for the purchase of such tickets may be made at Red Cross War Fund Headquarters, 130 West 42nd St. Publicity: Allison Danzig, BR. 9-2104.	RED CROSS 1945 WAR FUND	WALDORF-ASTORIA GRAND BALLROOM
Monday May 28 1:00 P.M. Luncheon	SUMMER AND EARLY FALL MILLINERY To celebrate the opening of their new millinery shop, Ralonné's will show their midseason collection of original summer and early fall millinery models by designer Myette Mange. Flowered hats, straws, felts, and velvets will be featured. Open to public. Press by invitation. Fashion Show Director and Publicity: Mary Alice Rice, PL. 3-4500.	RALONÉ 605 MADISON AVE.	ST. REGIS HOTEL ROOF
May 30	MEMORIAL DAY (Wednesday)		
Thursday May 31	LAST DAY ON WHICH MANUFACTURERS MAY FILE TWO COPIES OF MAP CHARTS WITH THE DISTRICT OFFICE OF OPA. THE NAME OF THE MANUFACTURER AND ADDRESS OF THE MAIN OFFICE IN WHICH BILLINGS TAKE PLACE MUST APPEAR ON THE CHARTS.		
June 1	MANUFACTURERS MUST OPERATE IN ACCORDANCE WITH MAP REQUIREMENTS.		
Friday June 1 1:00 P.M. Luncheon	GRADUATION LUNCHEON OF FASHION CLASS 120 young women graduates, representing every section of the United States (and Canada), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF-ASTORIA WEST FOYER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday June 1	SHOWING OF FALL AND WINTER DISPLAY LINES Fall and winter display lines will be shown all month, with no individual or joint promotion of any particular week for out-of-town display managers to buy in New York. N.A.D.I. Market Week, scheduled for week of June 18, has been cancelled in accordance with O.D.T.'s ban on travel and trade events.	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	NEW YORK HOTELS
Monday June 4 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION A private showing of Harry Schacter's latest designs for Miss America, including highlights in evening gowns, afternoon dresses, ensembles, and the new Schacter "restaurant coats". Commentator: Dorothy Day, who broadcasts over Station WINS. Press by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	MISS AMERICA	530 SEVENTH AVENUE SHOWROOM
Beginning Monday June 4	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact: Bert Reinitz, LA. 4-5970.	SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC.	INDIVIDUAL NEW YORK SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Beginning Monday June 4	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG WILLIAM BASS DRESSES ROSE BARRACK CO. ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA, COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA FRED GREENBERG JOSEPH HALPERT HORWITZ & DUBERMAN JUNIOR LEAGUE FROCKS INTERNATIONAL DRESSES KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE	INDIVIDUAL NEW YORK SHOWROOMS MORRIS & MARCUS PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY INC.
Tuesday June 5 1:00 P.M. Luncheon	YOUNG ORIGINALS FALL SHOWING Showings will run through the extended period necessary because of the variance of the time of buyer visits to the market. Many buyers, who were scheduled to visit the market around the middle of May, will be back again early in June. Contact: BR. 9-3336.	EMILY WILKENS	HOTEL NEW YORKER GRAND BALLROOM
Thursday June 7 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: NEW "RAINBOW COTTON" A preview of Pacific Mills' new "Rainbow" Cotton. Press by invitation only. Publicity: Catherine Blondin Associates, LE. 2-6905.	PACIFIC MILLS	ST. REGIS HOTEL PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 13 4:00 P.M.- 7:00 P.M.	ANNUAL FASHION SHOW AND PRESS PARTY Fifth Annual National Sewing Contest Fashion Show (5:15 P.M.) and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell of the Blue Network will be Mistress of Ceremonies. By invitation only. Publicity: Gwen McKenna of Tom Fizdale Inc., MU. 2-6560.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
June 17	FATHER'S DAY (Sunday)		
Monday June 18	ACCORDING TO MAP REQUIREMENTS, MANUFACTURERS MAY NOT DELIVER GARMENTS UNLESS THEY HAVE RECEIVED WRITTEN ACKNOWLEDGEMENT FROM OPA THAT CHARTS HAVE BEEN RECEIVED. IN ORDER TO FACILITATE THE MAILING OF ACKNOWLEDGEMENTS, OPA HAS REQUESTED MANUFACTURERS TO MARK THE ENVELOPES WHICH CONTAIN THE CHARTS WITH THE LETTERS "MAP."		
Monday June 18	OPENING: 28TH SEASON STADIUM CONCERTS The outdoor opening concert this summer will feature Nathan Milstein, violinist, in an all-Tschaikowsky program with Artur Roizinski, Director of the Philharmonic-Symphony Orchestra, conducting. Tickets: 30¢ to \$1.80. For further information, contact: Stadium Concerts, 20 West 57th St., CI. 5-7348.	STADIUM CONCERTS, INC.	LEWISOHN STADIUM 138TH ST. & AMSTERDAM
June 21	FIRST DAY OF SUMMER (Thursday)		
Thursday June 21- June 23	ANNUAL CONVENTION OF LEATHER MANUFACTURERS A meeting of the directors Thursday, followed by a program Friday Evening at which Adam Gimbel, president of Saks Fifth Avenue, and Steve Hannagan, publicity director will speak. The leather glove business, termination of Government contracts, leather supply, etc. will be discussed. Maury Maverick, president of the Smaller War Plants Corp., will be guest speaker. About 50 invitations for members outside Fulton County will be sent out in compliance with requests from the Office of Defense Transportation.	NAT'L ASS'N OF LEATHER GLOVE MANUF'RS, INC.	GLOVERSVILLE NEW YORK
Week Of June 25- July 2	"SWIM FOR HEALTH" CAMPAIGN The 10th Annual "Swim For Health" Campaign--to increase American swimming; to assist Red Cross and Armed Services in teaching people to swim; to further physical fitness programs in defense plants and everyday life. Bulletins, posters and display ideas available to stores. Contact: Martin Stern, Director, Nation-Wide Learn To Swim Campaign, 60 East 42nd Street, VA. 6-0543.	SWIM FOR HEALTH ASSOCIATION	STORES ALL OVER THE COUNTRY
Monday July 9- July 27 9:00 A.M.- 4:00 P.M.	REFRESHER COURSE: TEXTILE TECHNIQUES Annual refresher course in Textiles and Testing Techniques, with instruction under the United States Testing Company's staff technicians. Students receive specific instructions in fiber, fabric and cloth analyses; origin, identification and nature of natural and man-made fibers such as rayons, casein, vinyon, nylon, fiber-glass and soya bean; testing of woven and knit fabrics for thread count, fiber identification and composition, tensile strength, seam slippage, color fastness to light, washing, and dry cleaning. Newly developed equipment is an important part of the course.	U. S. TESTING CO., INC. HOBOKEN, NEW JERSEY	MAIN LABORATORIES

MUSIC.. THEATRES.. MOVIES.. NIGHT SPOTS

Friday
May 11 PREMIERE: "ESCAPE IN THE DESERT" STRAND THEATRE, BROADWAY & 47TH STREET
A Warner Bros. modernized version of "The Petrified Forest", dealing with escaped Nazi prisoners. Starring Philip Dorn, Jean Sullivan, Helmut Dantine, and Irene Manning. Produced by Alex Gottlieb. Directed by Edward A. Blatt. Gowns by Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Saturday
May 12 PREMIERE: "THE UNSEEN" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
A Paramount mystery melodrama starring Joel McCrea, Gail Russell, and Herbert Marshall. Adapted from novel by Ethel Lina White. Produced by John Houseman. Directed by Lewis Allen. Costumes by Dorothy O'Hara. Publicity: Aileen St. John Brenon, BR. 9-8700.

Sunday
May 13
8:30 P.M. PREMIERE: "THREE NEW DANCE COMPOSITIONS" ADELPHI THEATRE, 152 W. 54TH ST.
Three new modern dance compositions by Valerie Bettis in an engagement limited to this one performance. The new compositions include: "Theatrics", "Facts and Figures", and "Dramatic Incident". Box office sales open at the theatre, Monday, May 7. Contact: CI. 6-5097.

Tuesday
May 15 OPENING OF SUMMER SEASON MONTE CARLO, MADISON AVE. AT 54TH ST.
Opening of the summer season at Monte Carlo, featuring decor designed by Franklin Hughes; Dick Gasparre and his orchestra; and Alberto and his Siboney orchestra. Premiere dinner: \$7.50 per person (including tax). Contact: PL. 5-3400.

Wednesday
May 16-
May 27 OPENING: SAN CARLO OPERA CENTER THEATRE, 6TH AVE. & 49TH STREET
"Carmen" will be presented at the opening performance of this 12-day Spring Opera Festival. The other operas will be "Rigoletto", May 17; "Aida", May 18; "Faust", May 19 (Matinee); "Il Trovatore", May 19 (Evening); "La Boheme", May 20 (Matinee); "La Traviata", May 20 (Evening); "Lucia Di Lammermoor", May 21; "Lohengrin", May 22; "Cavalleria" followed by "Pagliacci", May 23. Tickets: \$.90 - \$2.40. Contact: CO. 5-5474.

Friday
May 18 OPENING: "BLUE HOLIDAY" BELASCO THEATRE, 115 WEST 44TH STREET
A new kind of variety show -- a cavalcade of the contribution of Negroes to American entertainment, starring Ethel Waters and featuring Josh White, guitarist; the Hall Johnson Choir; Josephine Premice, Haitian dancer; and Muriel Gaines. Dances staged by Katherine Dunham. Songs by Duke Ellington and Al Moritz. Produced by Irvin Shapiro and Doris Cole. Publicity: Bernard Simon, BR. 9-5906.

Tuesday
May 22-
June 2 OPENING: "OTHELLO" NEW YORK CITY CENTER, 131 WEST 55TH ST.
Margaret Webster's famous production of this great Shakespearean drama will play a 2-week return engagement under Theatre Guild auspices, starring Paul Robeson, Jose Ferrer, and Uta Hagen, with Edith King, Ralph Clanton, Francis Compton, and others. Background, costumes, and lighting effects designed by Robert Edmond Jones. Tickets from \$.90 to \$2.40, including tax. Publicity: Alfred H. Tamarin, CO. 5-6170.

Wednesday
May 23 PREMIERE: "A MEDAL FOR BENNY" (Movie) RIVOLI THEATRE, B'WAY & 50TH STREET
A Paramount picture from the story by John Steinbeck and Jack Wagner, starring Dorothy Lamour, Arturo de Cordova, and J. Carrol Naish. Directed by Irving Pichel. Musical score by Victor Young. Costumes by Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.